

# NIELSEN SHARE PERFORMANCE (%) DIFF

1994 Q4 1994 MTH M-1 M-2 4WM WEEK WAGO

MARLBORO	28.6	26.9	30.0	29.1	29.1	30.2	31.0	0.6
C-STORES			32.5	31.6	31.8	32.6	33.5	0.6
OPB	9.0	8.9	9.0	8.9	8.8	9.0	8.9	-0.1
BASIC	4.6	4.5	4.5	4.5	4.5	4.5	4.5	0.1
BASIC SOC			14.9	14.5	14.6	15.0	15.5	0.5
C-STORE SOC			15.2	14.6	14.9	15.3	15.8	0.8
PM DISCOUNT	8.6	9.2	8.0	8.0	8.2	8.0	7.9	0.0
C-STORES			7.8	8.0	8.1	7.9	7.8	0.0
PM USA TOT	46.2	46.4	46.9	46.0	46.1	47.1	47.9	0.5
C-STORES			48.0	47.1	47.3	48.1	49.0	0.8

CAMEL			4.4	4.4	4.4	4.3	4.4	0.0
WINSTON			6.0	6.1	6.1	5.8	5.8	0.0
DORAL			4.8	5.2	5.1	4.7	4.6	-0.1
RJR DISCOUNT	11.9	11.4	11.5	12.2	12.3	11.4	11.0	0.3
RJR TOT	28.9	28.3	27.7	28.7	28.8	27.5	27.2	0.0

KOOL			3.2	3.1	3.1	3.2	3.1	0.0
GPC			5.1	5.0	4.9	5.1	5.0	-0.1
B&W DISCOUNT			6.1	6.0	6.0	6.1	6.0	-0.1
B&W TOT	10.3	10.2	10.3	10.2	10.2	10.3	10.1	-0.2

MONTCLAIR			1.4	1.4	1.4	1.4	1.3	0.0
AMER. DISCOUNT			3.4	3.4	3.2	3.4	3.3	-0.2
AMER. TOT			6.5	6.4	6.2	6.5	6.3	-0.2

NEWPORT			4.1	4.1	4.0	4.1	4.3	0.2
LORILLARD			6.8	6.8	6.7	6.8	6.8	0.1
LIGGETT			1.7	1.8	1.9	1.7	1.6	-0.1

TOT DISCOUNT	31.5	30.5	30.1	30.7	30.9	30.0	29.3	-0.4
C-STORE DISC			31.2	31.7	31.8	31.2	30.1	-1.2
PM SOC			25.2	24.5	25.2	25.3	PM SOC	1.0
RJR SOC			36.8	38.6	38.6	36.6	RJR SOC	0.6
B&W SOC			21.6	20.6	20.5	21.7	B&W SOC	0.6
AMER. SOC			11.8	11.4	10.2	11.9	AMER. SOC	0.6

Source: Nielsen 12/31/94